**PROPOSAL**

My research proposal is based on something I feel strongly and love deeply; it’s Louis Vuitton a famous brand in Paris. The reason why I chose this is because I don’t have a lot of back ground knowledge on who made it, were did it come from, what made the population prefer this brand rather than others and how did it become to be such a big hit global wide. In this case I thought this would be a fantastic opportunity to research this topic so I could learn about the brand I love the most. I wish to use the internet, books for the research of this topic. I believe that Louis Vuitton is the top leading fashion brand worldwide. I purchase this product yet I have no current knowledge on the product itself. For example I know that the headquarters is in Paris, I am unsure of its whereabouts or who started the company in the beginning of its growth.

To start my research I intend to first find the details of its history. For example where it began; how it began and why, this information will be found over the internet. I intend to contact my auntie in Melbourne as she visits the store frequently to hopefully gain some insight and hopefully get an interview with someone who can tell me about its past, present and future. My next step will be to locate how far the brand name has reached over a global measurement and how successful have they become.

Presentation

The presentation itself will be a fifteen hundred word written report because I do not prefer to talk in front of a class because of a peer pressure issue I am unwilling to get into, also if the presentation is a written report there is a higher chance I am able to get into a university and it will improve my literacy skills. To the readers reassurance I will pay close attention to this topics progress and I am able to define the difference between bias opinions and confirmed facts, I can also reassure that Louis Vuitton is a better brand compared to Chanel, Dolce and Gabbana in the fashion sense.